

Health Care Trends & Costs Education Campaign – Communication Plan

Background

At the September 2008 Health Benefits Committee meeting, Dr. Kathy Donneson, Assistant Chief of the Office of Health Policy & Program Support, made a presentation on a new Health Benefits Program Report based on member claims data from CalPERS Health Care Decision Support System (HCDSS). The HCDSS is a key tool for negotiating health premium rates, monitoring health care costs and utilization, and measuring health and wellness outcomes. This agenda item launched the first in a series of reports that will provide health care information from the HCDSS to the Health Benefits Committee.

Using the data contained in current and future Health Benefits Program Reports, the Office of Public Affairs will collaborate with the Health Benefits Branch to develop an education campaign to increase awareness and educate members about CalPERS health care trends and costs. This includes: identifying and analyzing key trends and data; highlighting how choices members make about their health care impact their own health, rate negotiations with our plans, and the premiums members pay; and providing action steps members can take to maintain or improve their overall health and make more educated health care decisions.

Approach

This will be a phased campaign based on the availability and subsequent analysis of HCDSS data by HBB, and PAOF's receipt and dissemination of that information to our members.

Due to the complexity and required analysis of these data runs, HPPS will run the data on a flow basis for the monthly HBC Health Benefits Program Report. In consultation with Dr. Richard Sun, Dr. Jeffrey Moy, and CalPERS clinical staff, HPPS will analyze the data; identify key findings; highlight associated action steps our members can take relative to those findings; and forward the information to PAOF. PAOF will then take the data, accompanying analysis, and action steps, and prepare education materials (printed and online) to disseminate to our members.

Proposed topics for this campaign include:

- Pharmacy – Encourage use of generic vs. brand name drugs, taking medication as prescribed, and using mail order for maintenance medications (Feb 2009)
- Provider usage – Reduce chance of being admitted to the hospital by seeing a physician regularly and using emergency rooms appropriately (Mar 2009)
- Preventive care – Promote routine screening exams (Apr 2009)
- Regional variations – Identify variances in high-cost conditions, such as bone and joint disorders and maternity care, at facilities across the State (May 2009)
- Demographics, use and cost – Identify which groups of members are using the system and how, and the cost associated with that usage (Jun 2009)
- Continuum of care – Highlight how effectively providers and members manage chronic illness (Aug 2009)

HPPS will determine subsequent topics in mid-2009.

Goals

The Office of Public Affairs has identified three primary goals associated with this campaign:

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| Goal #1 | <i>To educate and inform Health Program members about CalPERS health care trends and how the health care decisions they make have an impact on their own health, rate negotiations with our health plans, and the resulting premiums members pay</i> |
| Goal #2 | <i>To encourage members to tap into all available resources, services, and tools to help them manage their health and make more informed care choices</i> |
| Goal #3 | <i>To educate and inform employers, labor groups, and other constituents about CalPERS health care trends and how those trends impact health care costs</i> |

To achieve the above-mentioned goals, the Office of Public Affairs recommends executing the following communication strategies and tools.

Target Audience	Communication Channel	Tactics / Actions Steps	Responsible Party	Due Date	Status
Health Program Members	CalPERS On-Line	Promote trends & associated action steps via monthly online campaigns on CalPERS Web site Develop and promote custom URL (www.calpers.ca.gov/healthtrends) for online content page	PAOF	Content to be posted following Board week <ul style="list-style-type: none"> • Pharmacy (Feb 2009) • Provider usage (Mar 2009) • Preventive care (Apr 2009) • Regional variations (May 2009) • Demographics, Use and Cost (Jun 2009) • Continuum of care (Aug 2009) 	
	My CalPERS	Develop monthly graphic ads on my CalPERS to link to CalPERS On-Line content	PAOF	Monthly	
	eNews	Highlight HCDSS trend data as reported monthly to the Board (via Health Benefits Program Reports) with link to agenda item or other online information	PAOF	Every third Wednesday, starting Feb 18	
	Retirement Planning Fairs	Develop flyers outlining trends and action steps, and distribute to members during CalPERS Retirement Planning Fairs	PAOF, HBB	March-September	

	PERSpective Newsletter	Develop 2-part series of articles (April, Sept) to follow-up on Jan '08 "Anatomy of Your Health Premium" <ul style="list-style-type: none"> • Jan – overview of general trends (complete) • April – pharmacy (from Feb HBC presentation) • Sept – provider usage, preventive care, regional variations (from Mar-Apr-May HBC presentations) 	HBB, PAOF	Jan – complete April – due Feb 6 Sept – due June 15	
	Workplace Posters	Develop 3-4 campaign posters that direct members to CalPERS On-Line for more information on health care trends and costs, and member action steps	PAOF, HBB	March-August	
	InCalPERS	200-250-word article on pharmacy trends for April edition	HBB, PAOF	Copy due February 6	
	Keeping You In the Know	Periodic updates of select CalPERS health care trends	PAOF	Spring, summer, fall	
	Open Enrollment Materials	Include information about trends, impact on premium, and action steps in OE Newsletter and Prescription for Quality Health Care	PAOF, HBB	Summer/fall 2009	
	Speakers' Bureau	Incorporate information into Board & Executive presentations	PAOF	Feb-Aug	
Employers	Employer eBulletin	eBulletin news briefs	AESB, PAOF	TBD	

	Employer Educational Forum	Develop promotional flyer to distribute to employers during CalPERS Employer Ed Forum	PAOF, HBB	Fall	
	Employer News	Overview of how trends in pharmacy (spring); ER and provider visits, preventive care, & regional variations (summer); and usage and continuum of care management (winter) impact rate negotiations, premiums & health care costs	PAOF	Spring (Feb. 6), summer, fall	
Member Organizations	Newsletter Articles	Develop articles of interest for member organization newsletters	PAOF	Feb-August	